

CEdMA Europe Conference Agenda

7 and 8 May 2008

Marriott Meon Valley Country Club near Southampton

Thursday 7 May 2009 *“Getting Ready for 2010”*

| Time | Topic | Leader |
|-------------|--|---|
| 0900 | <i>Coffee and Welcome</i> | <i>Phil Lawman, CEdMA- Europe Chairman</i> |
| 0930 | Introduction and “Hot Topics” Please come prepared to sign up for a parallel hot topic session after the break. (You will be asked in an online survey in advance for Hot Topics along with the other “Pulse” input.) Also, be prepared to describe the key issues you face today, especially in view of the current economic climate, and initial thoughts on this conference’s theme. This session is intended to help introduce everyone, and help with networking during the event, as individuals explain what their key interests are. | <i>Mike Dowsey, CEdMA Executive Director</i> |
| 1030 | <i>Coffee</i> | |
| 1100 | Hot Issues/Topics, What did you do since Nov 08, IT Training Buyers Survey Here we review what actions you took since the last conference and add feedback from the Feb IT Training Buyers Survey by the IITT’s Learning Directors’ Network. <i>These are discussion sessions so please come prepared to contribute your views.</i> | <i>Jasmine Huxtable- Wright and Philip Bourne, Symantec</i> |
| 1200 | <i>Lunch</i> | |
| 1300 | Strategic Planning Assumptions Most Training Providers are facing a difficult business climate, whilst emerging skills issues present compelling opportunities for gaining increased market penetration. There has never been a more critical time to assess the impact of economy and skills trends on budgets, project plans and planning assumptions for 2010 and beyond. Delegates will be in two parallel sessions based on whether they are the BU owner or rather functional such as operational or delivery. <i>These are discussion sessions so please come prepared to contribute your views.</i> | <i>Hans Hirschi, Autodesk and Neil Gregory, SPSS</i> |
| 1430 | Break | |
| 1500 | Making Change Happen – ‘Managing The Tell’ This ‘hands on’ session is designed to help you maintain your confidence, gravitas and ability to stand firm ‘under fire’. All of us will be engaged in ‘robust’ discussions with senior management, sales teams, and our own people as we push to secure support for our own plans and budgets, deal with corporate restructures and manage change. The session uses techniques from theatre, television, consulting, selling and performance psychology to give you the tools to communicate as a strong leader in your field. | <i>Karen Moyse and Heather Simpkin, Kinetic Future</i> |
| 1800 | <i>Close</i> | |
| 1930 | <i>Reception</i> | <i>All</i> |
| 2000 | <i>Dinner</i> | <i>All</i> |

Friday 8 May 2009 *“Getting Ready for 2010”*

| Time | Topic | Leader |
|------|---|--|
| 0900 | The Business/Public Value of Training For ages, we've seen the issue of the return-on-investment (“ROI”) on training as the holy grail; we'd love to be able to do it, and for the next project we'll really try to do it! But the reality is that conducting a comprehensive ROI analysis is something of an elusive challenge! In this session we'll discuss the background to these problems and propose a solution – well, actually, more of a “work-around”! In preparation, think about these three questions: <ul style="list-style-type: none">• Why don't current ROI methods ever work well?• How do successful L&D Managers address the problem?• Should we be thinking about value instead? | <i>Alan Bellinger, IITT</i> |
| 1030 | <i>Coffee</i> | |
| 1100 | More for Less – the Credit Crunch Survival Manual There has never been a greater focus on reducing costs than right now. All the surveys show greater pressure on learning and development costs. The latest Bersin research on the US market revealed that training spend per learner fell between 2007 to 2008 and is likely to fall further in 2009. In large organisations expenditure on online learning also fell for the first time ever and there will be continued pressure in 2009. ASTD's recent survey showed that over 50% of respondents are being challenged to do more for less with their budgets. So, what can we do to help? | <i>Steve Rayson, Kineo</i> |
| 1230 | <i>Lunch</i> | |
| 1330 | What actions/activities do you plan to take to counter the financial impact? In planning for 2010, in two groups, we'll document actions you plan to take back to work, based on the current economic climate. <i>These are discussion sessions so please come prepared to contribute your views.</i> | <i>Norman Buckberry, Autodesk and Simon Maskrey, SUN</i> |
| 1430 | Planning the events for the rest of 2009 – Workshops and Conferences – Results The online survey asked you to consider a wide range of possible future topics, but this is your chance to make the decisions. | <i>Phil Lawman</i> |
| 1500 | <i>Coffee and Close</i> | |

Next Events

Wed 10 Jun, half-day Workshop, “Working with Customers”, SUN Camberley

Wed 16 Sep, half-day Workshop

Thu 5 Nov – Fri 6 Nov, Conference, “The Value of Training”, Marriott Royal, Bristol